

Rep Order#	6866691	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	107390	Printed:	10/03/2012 6:00 PM	1 of 3
EC'd	Yes							Last Received:	10/02/2012 2:47 PM			
Showing Buylines: All Lines												

Station	KSNV-TV LAS VEGAS, NV.	Agency	() AMERICAN RAMBLER PRODUCTIONS	Rep Firm	() PHILADELPHIA
Advertiser	() RNC/ROMNEY FOR PRES	138 CONANT STREET		Sales Office (
Product	RNC/ROMNEY	BEVERLY, MA 02494		Salesperson () AMY MCCREARY
Estimate#	445	Agency C/P1/P2/E	//445		
Buyer	STEPHANIE KINCAID	Flight Dates	10/03/2012 - 10/09/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
	2	M-TU	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
	3	M	630P-7P	JEP Buyline Comment: JEP	:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00	
	4	F	630P-7P	JEP Buyline Comment: JEP	:30	\$1,300.00	10/05-10/05	1	1	1	\$1,300.00	
	5	W-F	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$1,300.00	10/03-10/05	3	1	3	\$3,900.00	
	6	M-TU	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00	
	7	M-TU	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
	8	F	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/05-10/05	1	1	1	\$1,200.00	
	9	F	10P-11P	DLINE Buyline Comment: DLINE	:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00	
	10	SA	7A-9A	SAT TODAY Buyline Comment: SAT TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	

Station KSNV-TV LAS VEGAS, NV. Agency () AMERICAN RAMBLER PRODUCTIONS Rep Firm () PHILADELPHIA
 Advertiser () RNC/ROMNEY FOR PRES 138 CONANT STREET Sales Office () AMY MCCREARY
 Product RNC/ROMNEY BEVERLY, MA 02494 Salesperson ()
 Estimate# 445 Agency C/P1/P2/E //445 Salesperson Phone# 215-568-6540
 Buyer STEPHANIE KINCAD Flight Dates 10/03/2012 - 10/09/2012 Salesperson FAX# 215-568-1845
 Phone# Hiatus Weeks
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SA	11P-1135P	NEWS	:30	\$1,100.00	10/06-10/06	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								
	12	SA	5A-530A	NEWS	:30	\$825.00	10/06-10/06	1	1	1	\$825.00	
				Buyline Comment: NN								
	13	SA	530A-6A	NEWS	:30	\$825.00	10/06-10/06	1	1	1	\$825.00	
				Buyline Comment: NN								
	14	SU	6A-7A	NEWS	:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
				Buyline Comment: NEWS								
	15	SU	4P-515P	FNIA	:30	\$2,400.00	10/07-10/07	1	1	1	\$2,400.00	
				Buyline Comment: FNIA								
	16	SU	5P-830P	NFL	:30	\$10,000.00	10/07-10/07	1	1	1	\$10,000.00	
				Buyline Comment: NFL								
	17	SU	930P-10P	JEP	:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
				Buyline Comment: JEP								

---REPORT TOTALS---
 Report Totals: 25 / \$40,325.00

---SALES MONTHLY TOTALS---
 Oct 12: 25 / \$40,325.00
 Sales Totals: 25 / \$40,325.00
 Station Totals: 25 / \$40,325.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () RNC/ROMNEY FOR PRES
 Product RNC/ROMNEY
 Estimate# 445
 Buyer STEPHANIE KLINCAID
 Phone#
 Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
 138 CONANT STREET
 BEVERLY, MA 02494
 Agency C/P1/P2/E //445
 Flight Dates 10/03/2012 - 10/09/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Market Totals \$161,300
 CATV 0% KBLR 0% KINC 0% KLAS 27% KSNV 25%
 KTNV 25% KTUD 1% KVCW 2% KVMY 3% KVVU 17%
 XXXX 0%

Books NOV12
 Demos RA35+

---COMPETITIVE---
 NEW ORDER
 EST SAHRES

---CREDIT RISK---
 CASH IN ADVANCE